



WXYZ

ORDER

Print Date 09/21/12

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Flight Dates **09/26/12-10/02/12**

Contract / Revision **312017 /** **Protecting michigan Taxpayers**

Original Date / Revision 09/21/12 09/21/12 Agency Com 15%

Advertiser **Protecting Michigan Taxpay**
Agency **Main Street Media**
Buying Contact
P. O. Box 25093
Alexandria, VA 22313

Product
Billing Contact
P. O. Box 25093
Alexandria, VA 22313
Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00
Estimate # **801**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL ISS
Product Codes PL
Priority FX
Advertiser Ref

Primary Account Executive
 Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals					Billing Plan				
Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	39	\$90,865.00	\$106,900.00	0.00	08/27/12	09/30/12	39	\$90,865.00	\$106,900.00
October 2012	19	\$38,420.00	\$45,200.00	0.00	10/01/12	10/02/12	19	\$38,420.00	\$45,200.00
Totals	58	\$129,285.00	\$152,100.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	09/26/12	10/02/12	5am News M-F 5am News M-F	CM	5-6am M-F	11-1---	:30	3	\$700.00	FX	0.00 NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/26/12	10/02/12	11-1---		3		\$700.00		0.00				
N 2	WXYZ	09/26/12	09/28/12	6am News M-F Action News 6am	CM	6-7am M-F	--1-1--	:30	2	\$1,500.00	FX	0.00 NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/26/12	10/02/12	--1-1--		2		\$1,500.00		0.00				
N 3	WXYZ	09/26/12	10/02/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11111--	:30	5	\$1,600.00	FX	0.00 NM	5	\$8,000.00



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Contract / Revision **312017** Flight Dates **09/26/12-10/02/12**

Hiatus Dates

Original Date / Revision 09/21/12/ 09/21/12

Order Sep 00:20:00

Advertiser **Protecting Michigan Taxpa** Product **Protecting michigan Taxpa** Estimate # **801**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WXYZ	09/26/12	10/02/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11111--	:30	5	\$1,600.00	FX	0.00	NM	5	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/26/12	10/02/12	11111--					5	\$1,600.00		0.00			
N 4	WXYZ	09/26/12	09/28/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	--1-1--	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/26/12	10/02/12	--1-1--					2	\$800.00		0.00			
N 5	WXYZ	09/27/12	09/27/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	---T---	:30	1	\$800.00	FX	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/26/12	10/02/12	---T---					1	\$800.00		0.00			
N 6	WXYZ	10/01/12	10/02/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	11-----	:30	2	\$800.00	FX	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/26/12	10/02/12	11-----					2	\$800.00		0.00			
N 7	WXYZ	09/26/12	09/28/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	--1-1--	:30	2	\$1,000.00	FX	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/26/12	10/02/12	--1-1--					2	\$1,000.00		0.00			
N 8	WXYZ	09/27/12	09/27/12	12-1pm M-F 12-1pm	CM	12-1pm	---T---	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/26/12	10/02/12	---T---					1	\$1,000.00		0.00			
N 9	WXYZ	10/01/12	10/02/12	12-1pm M-F 12-1pm	CM	12-1pm	11-----	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/26/12	10/02/12	11-----					2	\$1,000.00		0.00			
N 10	WXYZ	09/26/12	09/28/12	M-F 1p-2p The Chew	CM	1-2pm M-F	--1-1--	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/26/12	10/02/12	--1-1--					2	\$800.00		0.00			
N 11	WXYZ	09/27/12	10/02/12	M-F 2p-3p 2-3pm General Hospital	CM	2-3pm M-F	11-1---	:30	3	\$800.00	P-3	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/26/12	10/02/12	11-1---					3	\$800.00		0.00			
N 12	WXYZ	09/26/12	09/28/12	M-F 3p-4p M-F 3p-4p	CM	3-4pm M-F	--1-1--	:30	2	\$1,000.00	FX	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/26/12	10/02/12	--1-1--					2	\$1,000.00		0.00			
N 13	WXYZ	09/27/12	10/02/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	11-1---	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/26/12	10/02/12	11-1---					3	\$1,200.00		0.00			
N 14	WXYZ	09/26/12	09/28/12	5p News 5-6pm M-F	CM	5-6pm M-F	--1-1--	:30	2	\$1,800.00	FX	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/26/12	10/02/12	--1-1--					2	\$1,800.00		0.00			
N 15	WXYZ	09/27/12	10/02/12	6p News 6-630pm M-F	CM	6-630pm M-F	11-1---	:30	3	\$2,000.00	FX	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/26/12	10/02/12	--1-1--					2	\$1,800.00		0.00			



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Contract / Revision **312017** Flight Dates **09/26/12-10/02/12**

Hiatus Dates

Original Date / Revision 09/21/12/ 09/21/12

Order Sep 00:20:00

Advertiser **Protecting Michigan Taxpa** Product **Protecting michigan Taxpa** Estimate # **801**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 15	WXYZ	09/27/12	10/02/12	6p News 6-630pm M-F	CM	6-630pm M-F	11-1---	:30	3	\$2,000.00	FX	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/12	10/02/12	11-1---					3	\$2,000.00		0.00			
N 16	WXYZ	09/26/12	09/28/12	7p News M-F 7-730p	CM	7-730pm M-F	--1-1--	:30	2	\$2,000.00	FX	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/12	10/02/12	--1-1--					2	\$2,000.00		0.00			
N 17	WXYZ	09/27/12	09/27/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	---T---	:30	1	\$2,500.00	FX	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/12	10/02/12	---T---					1	\$2,500.00		0.00			
N 18	WXYZ	10/01/12	10/02/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	11-----	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/12	10/02/12	11-----					2	\$2,500.00		0.00			
N 19	WXYZ	10/01/12	10/01/12	MO 8-10pm Dancing MO 8-10pm Dancing	CM	8-10p	M-----	:30	1	\$20,000.00	FX	0.00	NM	1	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/12	10/02/12	M-----					1	\$20,000.00		0.00			
N 20	WXYZ	09/26/12	09/30/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun--	1-111	:30	4	\$4,000.00	FX	0.00	NM	4	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/12	10/02/12	--1-111					4	\$4,000.00		0.00			
N 21	WXYZ	09/27/12	10/02/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M11-	1-1---	:30	3	\$2,000.00	FX	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/12	10/02/12	11-1---					3	\$2,000.00		0.00			
N 22	WXYZ	09/26/12	09/26/12	Wednesday Prime C Wednesday Prime C	CM	10-11pm Wednesd-	W----	:30	1	\$7,500.00	FX	0.00	NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/12	10/02/12	--W----					1	\$7,500.00		0.00			
N 23	WXYZ	09/27/12	09/27/12	Thursday Prime B Thursday Prime B	CM	9-10pm Thursday	---T---	:30	1	\$18,000.00	FX	0.00	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/12	10/02/12	---T---					1	\$18,000.00		0.00			
N 24	WXYZ	09/28/12	09/28/12	Friday Prime C Friday Prime C	CM	10-11pm Friday	----F--	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/12	10/02/12	----F--					1	\$5,000.00		0.00			
N 25	WXYZ	09/29/12	09/29/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/12	10/02/12	-----S-					1	\$900.00		0.00			
N 26	WXYZ	09/29/12	09/29/12	Access Saturday Sat 7-8pm	CM	7-8pm Sat	-----S-	:30	1	\$1,600.00	FX	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/12	10/02/12	-----S-					1	\$1,600.00		0.00			
N 27	WXYZ	09/29/12	09/29/12	ABC Saturday Night Foc ABC's Saturday Night Foc	CM	SA 8pm-1130pm	-----S-	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/12	10/02/12	-----S-					1	\$3,000.00		0.00			



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Contract / Revision **312017** Flight Dates **09/26/12-10/02/12**

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Order Sep 00:20:00

Advertiser **Protecting Michigan Taxpa** Product **Protecting michigan Taxpa** Estimate # **801**

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N27	WXYZ	09/29/12	09/29/12	ABC Saturday Night Foot	CM	SA 8pm-1130pm	-----S-	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00	
				ABC's Saturday Night Foc												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/26/12	10/02/12	-----S-			1			\$3,000.00		0.00				
N28	WXYZ	09/30/12	09/30/12	GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$900.00	FX	0.00	NM	1	\$900.00	
				GMA SUN 7-8am												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/26/12	10/02/12	-----S			1			\$900.00		0.00				
N29	WXYZ	09/30/12	09/30/12	Early News Su	CM	6-630pm Sun	-----S	:30	1	\$1,400.00	FX	0.00	NM	1	\$1,400.00	
				Su 6-630p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/26/12	10/02/12	-----S			1			\$1,400.00		0.00				
N30	WXYZ	09/30/12	09/30/12	Sunday Prime A	CM	7-8pm Sunday	-----S	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00	
				Sunday Prime A												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/26/12	10/02/12	-----S			1			\$4,000.00		0.00				
N31	WXYZ	09/30/12	09/30/12	Sunday Prime C	CM	9-10pm Sunday	-----S	:30	1	\$15,000.00	FX	0.00	NM	1	\$15,000.00	
				Sunday Prime C												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/26/12	10/02/12	-----S			1			\$15,000.00		0.00				
														Totals	58	\$152,100.00